

Message Text

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ACTION NEA-09

INFO OCT-01 ISO-00 CIAE-00 EB-07 INR-07 LAB-04 NSAE-00

PA-02 SIL-01 USIA-15 PRS-01 /047 W

----- 091278

R 031446Z APR 75

FM AMEMBASSY DAMASCUS

TO SECSTATE WASHDC 3119

USDOC WASHDC

INFO AMEMBASSY BEIRUT

AMEMBASSY CAIRO

UNCLAS DAMASCUS 1249

BEIRUT FOR RTDO

USDOC FOR DIBA: ATTN BOB VIGNEAULT

CAIRO FOR MERRICK TO PASS TO HAMMOND

EO 11652: N/A

TAGS: BEXP, SY

SUBJECT: COMMERCIAL PRESENCE FAIR (CPF) DAMASCUS JULY 24-AUGUST
20, 1975

REF: A. STATE 064697; B. STATE 064131; C. CAIRO 2985

1. SUMMARY. EMBASSY PLEASED WITH DECISION TO PARTICIPATE
IN THIS YEAR'S DAMASCUS FAIR AND ACCEPTS RESPONSIBILITY TO
RECRUIT EXHIBITORS. BELOW ARE OUTLINED OUR RECRUITMENT
PLANS, TECHNICAL INFO ON PAVILION FAIR AUTHORITY WILL BUILD
FOR US, AND RESPONSE TO QUESTIONS ON SHIPMENT OF EXHIBIT
SYSTEM TO DAMASCUS. END SUMMARY.

2. APPRECIATE DECISION TO PARTICIPATE IN THIS YEAR'S
DAMASCUS INTERNATIONAL FAIR. EMBASSY FULLY AWARE OF AND
ACCEPTS RESPONSIBILITY FOR RECRUITMENT OF EXHIBITORS FOR
COMMERCIAL PRESENCE FAIR (CPF) US PAVILION. WITH EMBASSY
BEIRUT CONCURRENCE AND ASSISTANCE RTDO BEIRUT, WE PLAN KICK
OFF OUR RECRUITMENT EFFORT IN MID-APRIL WITH PRESENTATION
BY AMBASSADOR MURPHY TO LARGE REPRESENTATION OF US FIRMS
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LOCATED IN BEIRUT. AT THIS INITIAL PRESENTATION AMBASSADOR

WILL INVITE FIRMS TO PARTICIPATE AND WE WILL DISTRIBUTE PARTICIPATION KITS TO ALL FIRMS ATTENDING MEETING. ADDITIONAL INVITATIONS AND KITS WILL BE SENT TO FIRMS REPRESENTED IN BEIRUT (AND POSSIBLY ATHENS) WHO NOT ABLE ATTEND THIS MEETING.

3. AMBASSADOR WILL VERY SHORTLY THEREAFTER FOLLOW UP WITH LETTER OR CABLE TO CHIEF OFFICER IN US OF AMERICAN FIRMS CONTACTED IN BEIRUT AND POSSIBLY ATHENS AND ALSO SELECTED FEW NOT REPRESENTED IN BEIRUT BUT BELIEVED IDEAL FOR THIS YEAR'S FAIR AND RAPIDLY GROWING SYRIAN MARKET.

4. AROUND APRIL 25, EMBASSY WILL BEGIN PERSONAL SOLICITATION CAMPAIGN WITH CALLS ON OFFICES OF US FIRMS IN BEIRUT. THIS CAMPAIGN WILL GAIN FURTHER STRENGTH IN EARLY MAY WITH ARRIVAL OF EMBASSY'S SECOND ECONOMIC/COMMERCIAL OFFICER WHO WILL SPEND FULL TIME ON FAIR PREPARATIONS.

5. IN RESPONSE OTHER QUESTIONS ASKED IN REF A, EMBASSY ECON/CML OFFICER AND RTDO/BEIRUT MET MARCH 24 WITH DAMASCUS INTERNATIONAL FAIR DIRECTOR-GENERAL NAZEM HAFEZ. HAFEZ CONFIRMED NEW PAVILIONS OFFER HIS DEPUTY HAD MADE TO US FEB 6 (DAMASCUS 483) -- PIPE SUPERSTRUCTURE, CINDER BLOCK WALLS, EXTERNIT (ASBESTOS CEMENT CORRUGATED SHEET) ROOF, VENTILATION OPENING BETWEEN TOP OF WALLS AND ROOF OF ABOUT ONE FOOT. DOORS FOR ENTRANCE/EXIT AND FREIGHT ENTRANCE FOUR METERS BY FIVE METERS SHOULD BE NO PROBLEM.

6. RE DIMENSIONS OF PAVILION FAIR AUTHORITY WILL BUILD FOR US, PLANNING ON UTILIZATION OF SPACE AT NORTH END OF FORMER FOOTBALL FIELD HAS ALREADY PROCEEDED TO POINT WHERE FAIR AUTHORITIES HAVE HAD TO MAKE BASIC DECISIONS ON FRONT ALIGNMENT WITH WALKWAY IN FRONT OF NEW PAVILIONS AND THEIR RELATIONSHIP TO ADJACENT BUILDINGS ALREADY LOCATED TO EAST OF LOCATION OF NEW PAVILIONS ON FOOTBALL FIELD. SIMILAR ALIGNMENT PLANS AND UTILIZATION OF SPACE TO REAR OF NEW PAVILION, TOWARD CENTER OF FOOTBALL FIELD, MEAN FAIR AUTHORITIES WANT BUILDINGS IN THIS AREA TO BE 33 METERS DEEP (NORTH TO SOUTH). WIDTH (EAST TO WEST) CAN BE 33 METERS, 36 METERS, OR POSSIBLY EVEN MORE. RTDO/BEIRUT, WHO HAS SEEN UNCLASSIFIED

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CAIRO EXHIBIT SET UP DOES NOT BELIEVE THESE CHANGED DIMENSIONS (FROM 40 BY 28 METERS NOTED PARA 3 A, REF A) WILL CAUSE ANY PROBLEMS. ONLY ASPECTS ON WHICH WE DISCUSSING FURTHER WITH FAIR AUTHORITIES (AS LISTED PARA 3, REF A) ARE INTERIOR OVERHEAD LIGHTING AND PAVILION COMPLETION TWO MONTHS PRIOR TO FAIR OPENING, I.E., MAY 25, 1975. FAIR DIRECTOR HAFEZ SAID HE COULD ONLY PROMISE FOOTBALL FIELD AREA COMPLETION MAY 15, 1975, 30 DAYS FOR OUR PAVILION CONSTRUCTION, E.E.,

JUNE 15, WITH 10 DAYS GRACE OR LATEST COMPLETION DATE OF JUNE 25, ONE MONTH PRIOR TO FAIR OPENING. HAFEZ ADDED, HOWEVER, HE WOULD PUSH FOR EARLIER COMPLETION DATE OF JUNE 10.

7. RE DOCUMENTATION REQUIRED BY USDOC (PARA 4, REF A), WE ARE POUCHING IMMEDIATELY TO BOB VIGNEAULT, USDOC: FY '76 FAIR REGULATIONS AND MAP OF FAIRGROUND INDICATING SITE OF US PAVILION. THERE IS NO SIMILAR BUILDING ALREADY ON FAIR GROUNDS AND THUS WE CANNOT SEND REQUESTED PHOTOGRAPHS. RTDO/ BEIRUT, CAIRO FAIR DIRECTOR HAMMOND AND ECON/CML OFFICER SCHEDULED REVIEW SITE AND PAVILION PLANS ONCE MORE APRIL 8 AND WILL CABLE FURTHER COMMENTS AS APPROPRIATE. PLANS AND ELEVATION DRAWINGS PREPARED BY FAIR AUTHORITIES WILL TAKE SOME TIME, BUT WE HOPE POUCH THEM TO USDOC BY END OF APRIL.

8. RE PARA 5, REF B: SHIPPING MARKING TO DAMASCUS SHOULD BE: AMERICAN EMBASSY, DAMASCUS, SYRIAN ARAB REPUBLIC FOR DAMASCUS INTERNATIONAL FAIR: VIA BEIRUT ZONE FRANCHE IN TRANSIT TO DAMASCUS." THERE IS NO COVERED AREA IN DAMASCUS TO STORE ENTIRE SYSTEM FOR TWO MONTHS UNTIL USED AT FAIR. FAIR CUSTOMS AREA CAN STORE INDOORS SMALL CRATES ONLY, LS 12 (\$3.29) PER TON PER MONTH FIRST MONTH, LS 16 (\$4.38) TON/MONTH EACH SUCCEEDING MONTH. LARGE VANS/CRATES WILL NEED TO BE STORED OUTDOORS IN GUARDED FAIR AUTHORITY CUSTOMS AREA, AT SMALL NOMINAL COST, ABOUT ONE-QUARTER OF INDOOR COST (WE WILL FORWARD EXACT FIGURE SHORTLY).

9. WE WOULD APPRECIATE RECEIVING FROM CAIRO DIMENSIONS AND WEIGHT OF EACH VAN/CRATE TO SUPPLEMENT TOTAL INFORMATION OF 130 CUBIC METERS.
PELLETREAU

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 03 APR 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975DAMASC01249
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750116-0490
From: DAMASCUS
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t19750486/aaaadaqw.tel
Line Count: 145
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION NEA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 75 STATE 064697, 75 STATE 064131, 75 CAIRO 2985
Review Action: RELEASED, APPROVED
Review Authority: ShawDG
Review Comment: n/a
Review Content Flags:
Review Date: 08 JUL 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <08 JUL 2003 by BrownAM>; APPROVED <12 JAN 2004 by ShawDG>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
05 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: COMMERCIAL PRESENCE FAIR (CPF) DAMASCUS JULY 24-AUGUST 20, 1975
TAGS: BEXP, SY
To: STATE COM
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 05 JUL 2006